



PREPARATORY QUESTIONS FOR CONFERENCE PRESENTATION

AUDIENCE

Who has been invited?
How have they been invited? ie how has it been marketed?
Why are they there?
What are their expectations and needs?
Why will they be interested in your topic?
What concerns/doubts will they have - about you/your business/this topic?
Will they be sceptical? What do you have to prove?
What knowledge can and can't you assume they already have?
What kind of lingo will they be familiar with and not?
What questions do you expect they would have?
How many can you expect in your session?

BROADER CONFERENCE

Who else is speaking?
What are the themes?
Why is the organiser holding this? What are they trying to achieve?
Which speakers are before and after you?
What will those speakers be speaking about?
Can you collaborate with any of them in your planning process so you can reinforce some of their ideas &/or leverage them in some other way?
Who else is speaking at the same time as you in a different room?

ENVIRONMENT

What will the room set-up be like? Theatre style?
Will you have control of your own laptop or will someone else (AV team) be operating your slides?
What other equipment would you like, if any?
Will you have a hand-held microphone or lapel mic?
How big is the room? How many people are likely to be in your breakout group?
Where is the screen and how big?
Can you move around the stage?
What will the lighting be like? Spotlight on you? House lights? Natural light?
Is there a lectern? Can you ask for a table/stool?



YOU

What do you want to achieve? As a business and personally?

What message/s do you want to get across?

How do you want to help/support/coach the audience?

How do you want your business to be perceived in this?

How do you personally want to be perceived?